

Mr. Frank Foote
Director, Regulations and Ruling Division
Alcohol and Tobacco Tax and Trade Bureau
PO Box 14412
Washington, DC 20044-4412

March 3, 2008

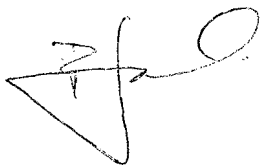
Dear Mr. Foote,

As a concerned wine consumer, I am alarmed by the proposed rules presented by the TTB via Notices 77 and 78, that seek to allow select wine brands to be labeled in such a way as to purposefully misrepresent the wine's place of origin. Wines labeled by American producers should be truthful, easy to understand and not mislead me when making purchasing decisions.

In a wine labeled as "Calistoga," for example, I would expect this product to be from this unique and specific wine growing region. Disclaimers on a back label do not help me make informed choices in the vast array of wines on a retailer's shelf and certainly not when reading a wine list in a restaurant. Truthful representation of place of origin helps me make informed decisions at point of purchase.

These proposed rules are not the direction I believe the U.S. government, via the TTB, should take in protecting consumers.

Respectfully yours,

A handwritten signature in black ink, appearing to read 'B. Yamasaki', with a stylized flourish at the end.

Brian Yamasaki
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Honolulu, Hawaii 96816